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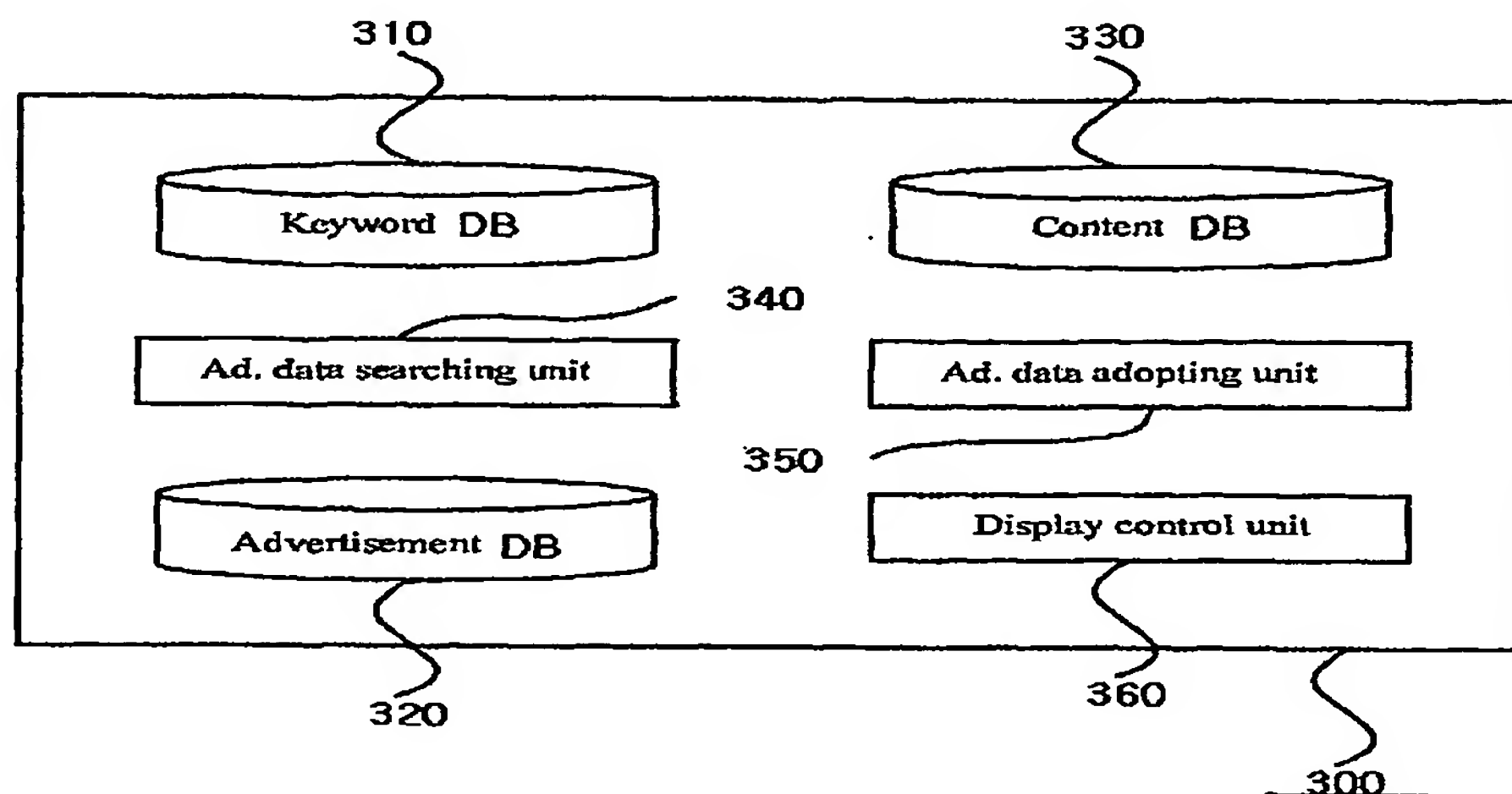
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(54) Title: **ON-LINE ADVERTISING SYSTEM AND METHOD**



(57) Abstract: The present invention relates to an on-line advertising system and method which can provide an advertisement related to predetermined content to a user through a wired/wireless communication network along with the content. An on-line advertising system according to the present invention comprises an advertisement database for maintaining advertisement data, a keyword related thereto and a category corresponding thereto; a content database for maintaining a content identifier for identifying content provided to a user terminal through a communication network, and a category related to the content; an advertisement data searching unit for searching the advertisement database for advertisement data corresponding to a category related to the content; an advertisement data adopting unit for adopting advertisement data from the searched advertisement data, based on predetermined criterion, by using a keyword related to the searched advertisement data; and a display control unit for controlling the adopted advertisement data to be displayed on the user terminal in association with the content.

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